

Fundraising: Individual Giving

Planning for Success



Fundraising from Individuals

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Giving Advisor





Fundraising from Individuals



Giving

Regular
Giving

Legacy
Giving

Visitor
Giving

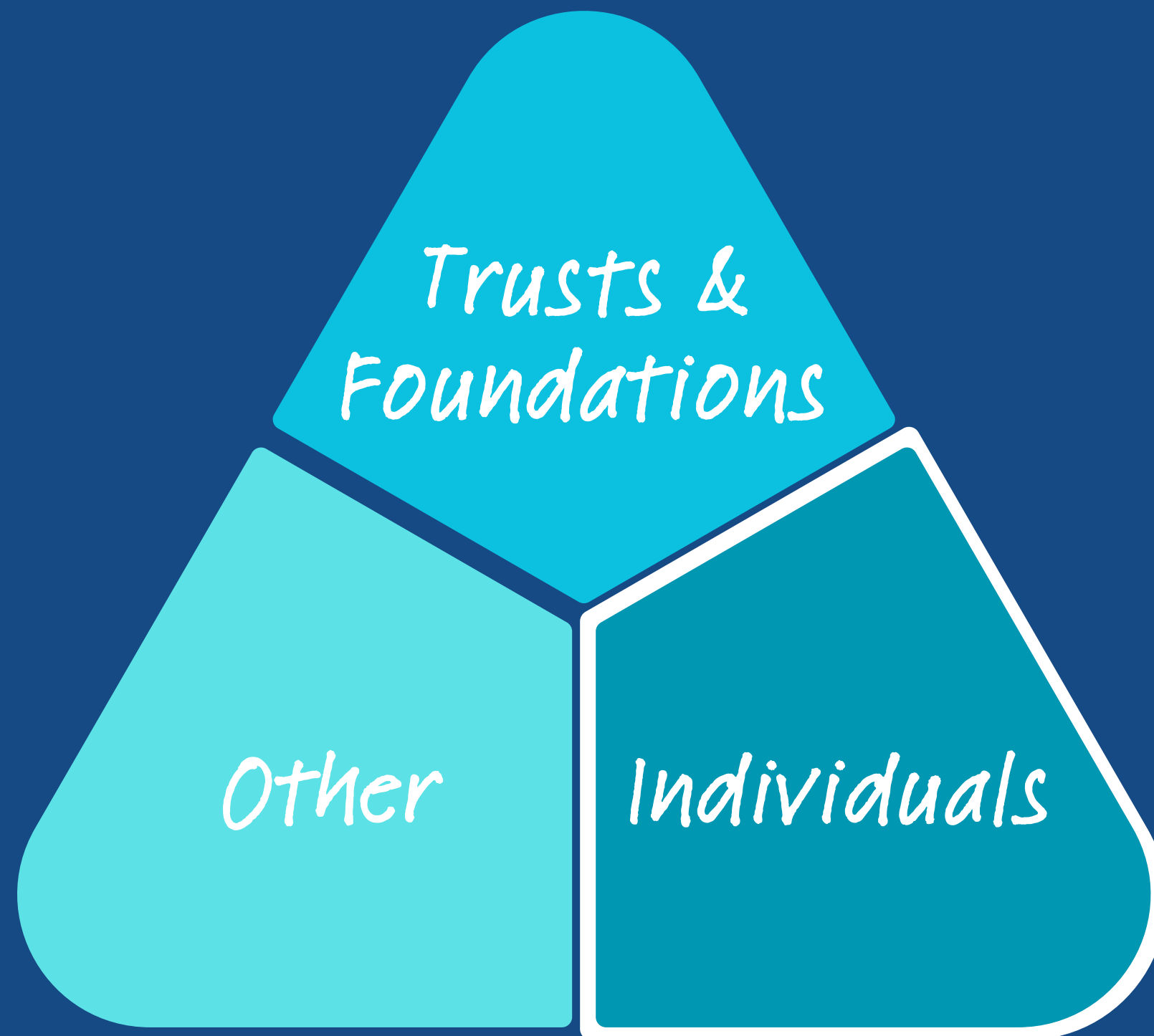


Fundraising

Capital
Campaign



Fundraising from Individuals





Fundraising from Individuals

Raising the money....

... as quickly as possible

... from as few people / sources as possible

... using face-to-face approaches



Fundraising from Individuals

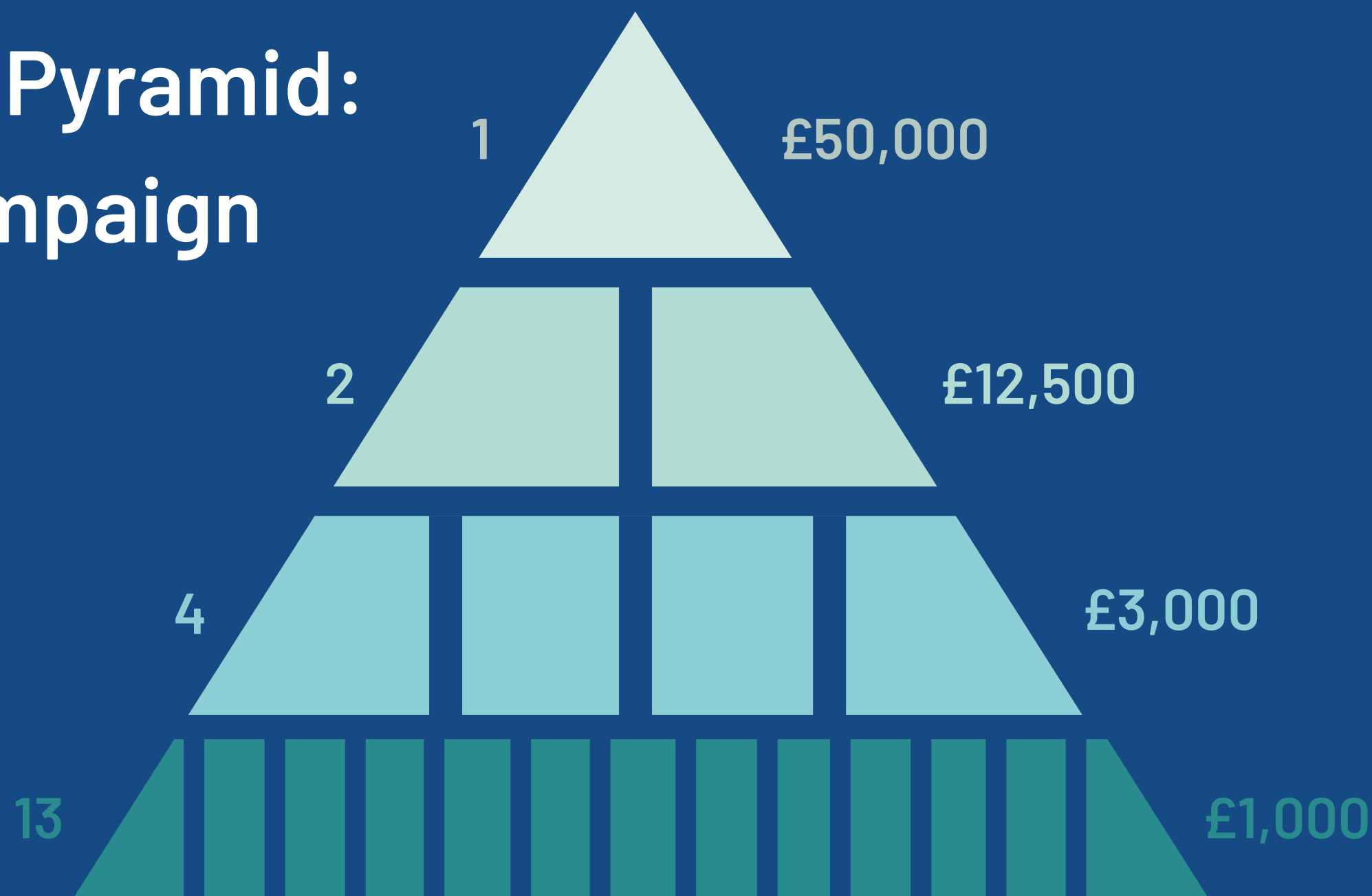
Key Tools

- 1. Gift Pyramid*
- 2. Principles of successful fundraising*



Fundraising from Individuals

Example Gift Pyramid:
£100,000 Campaign



20 donors in total

£100,000



Fundraising from Individuals

Size of Gift	Before Gift Aid	Spread over 3 years	Spread over 5 years	Monthly over 3 years	Monthly over 5 years
£7,500	£5,625	£1,875	£1,125	£156	£94
£5,000	£3,750	£1,250	£750	£104	£63
£4,000	£3,000	£1,000	£600	£83	£50
£3,000	£2,250	£750	£450	£63	£38
£2,500	£1,875	£625	£375	£52	£31
£1,000	£750	£250	£150	£21	£13



Fundraising from Individuals

Principles of successful fundraising



*Face-to-face
approaches*



*Building early
confidence and
momentum*



*Publicity won't
raise money*



*Leadership by
example*



Fundraising from Individuals

Phase 1: Research

→ *Is this possible?*

→ *Can this campaign work here?*



Phase 1: Research

Will it be
possible here?



*An urgent and
attractive project?*



A sensible plan?



*Sufficient sources of
funds at required levels?*



*A positive
image?*



*Influential
leaders and
volunteers?*



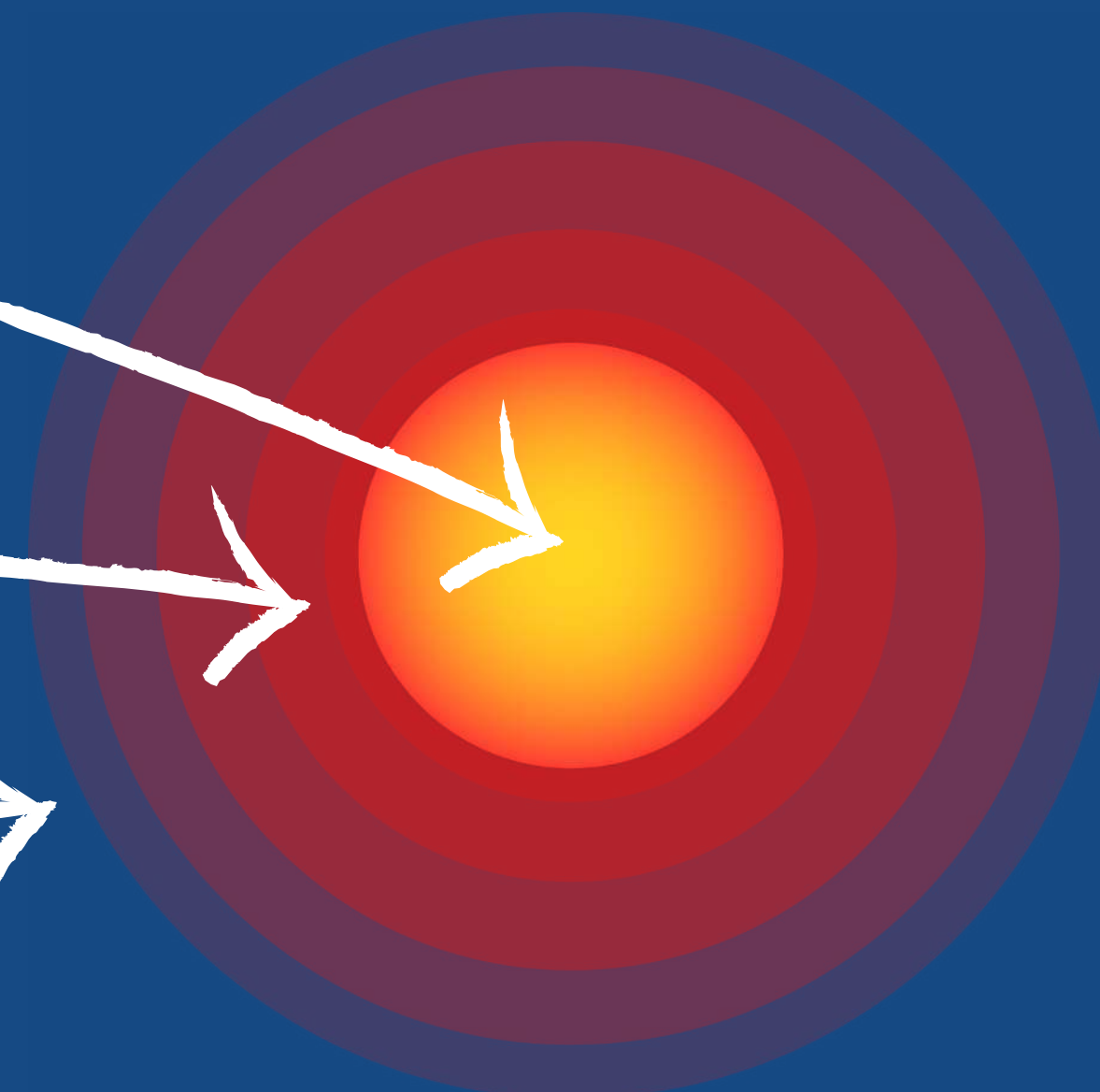
Phase 1: Research

Prospective Donors

Congregation

Wider church community

Local community





Phase 1: Research

Capacity
to give?

X

Inclination
to give?

Relationship to
your church?

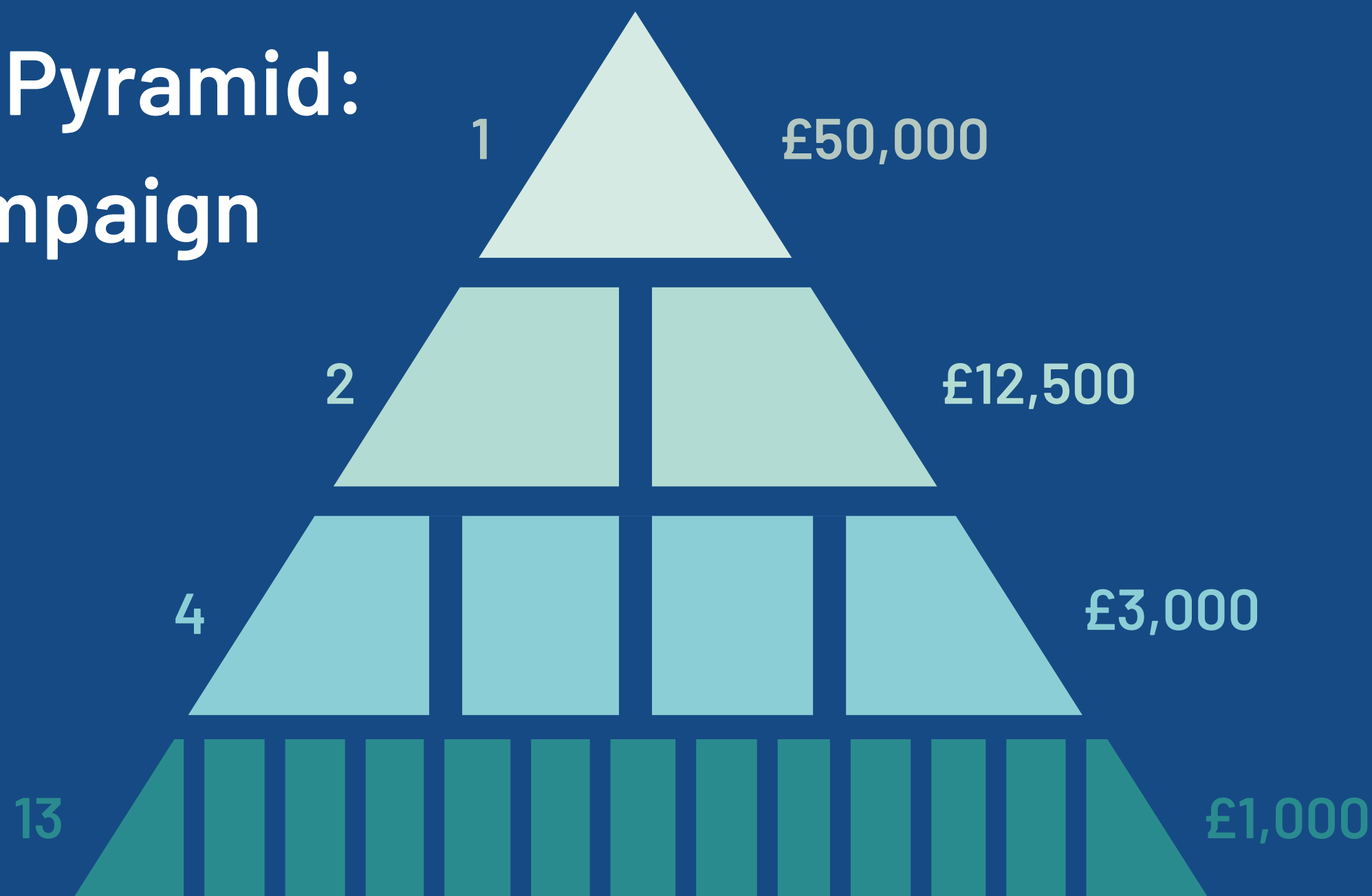
Specific interest
in this project?

Do you have genuine access?



Fundraising from Individuals

Example Gift Pyramid:
£100,000 Campaign



20 donors in total

£100,000



Fundraising from Individuals

Phase 2: Preparation

- *Researching prospective donors*
- *Recruiting volunteers*
- *Finalising 'Case for Support'*



Phase 2: Preparation

Your Prospect List

- *Who will approach?*
- *When & how will they approach?*
- *How much are we hoping they will give?*





Phase 2: Preparation



*Campaign
Chair*



*Volunteer
Visitors*

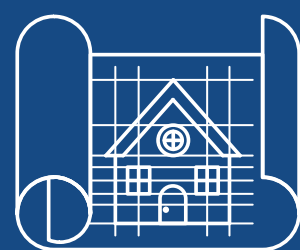


*Campaign
Manager*



Phase 2: Preparation

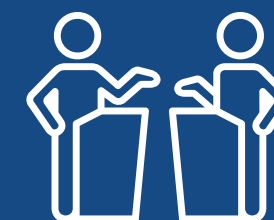
'Case for Support' Document



The Project



FAQs



*Arguments
for support*



*Fundraising
Plan*



*How gifts
can be made*



*People
involved*



Fundraising from Individuals

Phase 3: Quiet Phase

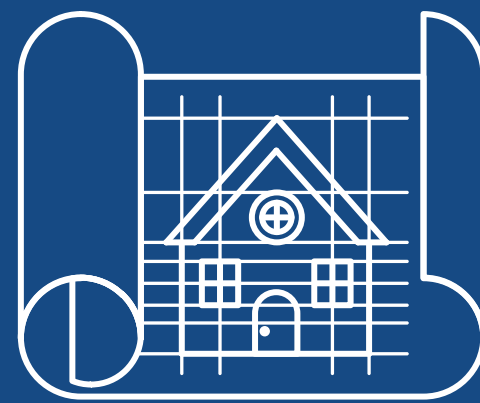
→ Face to face 'asks' for gifts at all levels of your giving pyramid



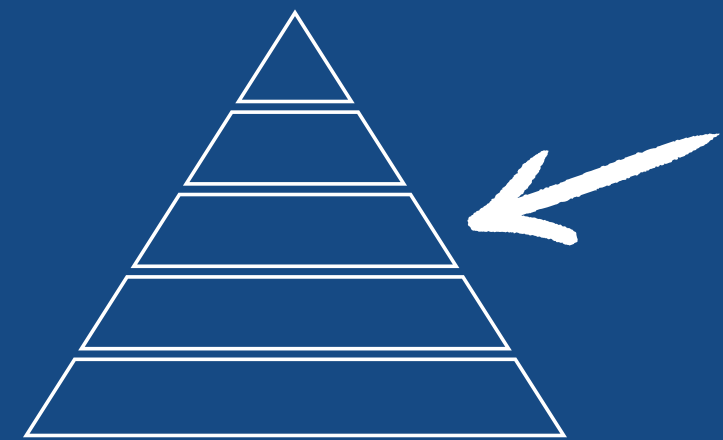
Phase 3: Quiet Phase



Meet for
Coffee



Talk through
'Case for
Support'



Ask if they
could support
the project



Fundraising from Individuals

Phase 4: Public Phase

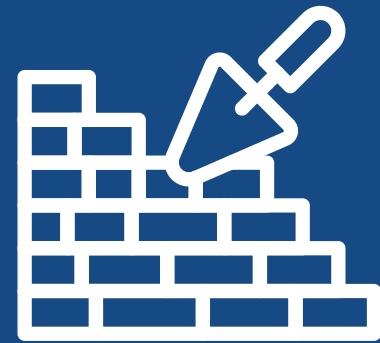
→ *Final 'push' once 80-90% of target has already been raised*



Phase 4: Public Phase



Events



'Sponsor a....'



Raffles



Publicity



Thermometer



*Making plans
to continue
engagement*



Fundraising from Individuals



*Working with a
Professional Fundraiser /
Fundraising Consultant*



Professional Fundraiser

What **will** they do?

- *Help you work out if the campaign is realistic and feasible (be prepared – the answer might be no!)*
- *Help you to pull together the right team, and train them in their roles*
- *Help you to write your 'Case for Support' and a realistic fundraising plan*



Professional Fundraiser

What **won't** they do?

- *Ask anyone for a gift*
- *Administration – keeping track of pledges, targets, who has visited who etc.*
- *Take personal responsibility for the success of your project – they are just an advisor*

Get in touch!

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